



# Marketing News You Can Use

Delaware Department of Agriculture  
Marketing Section



## A MESSAGE FROM THE SECRETARY

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Dear Fellow Farmers and Friends of Agriculture,

July in Delaware means its State Fair time. The Fair means a lot of different things to different people, but there is no doubt that celebrating our agriculture is the major theme. The livestock competitions, the 4-H and FFA youth exhibits and contests, the produce and crop judging contests and the incredible display of farm equipment illustrate that Delaware agriculture is alive and well.



In the Department of Agriculture's Commodity and Education Buildings, virtually all of Delaware's agricultural commodities will be on display. The building will be full of farmers and producers to explain, demonstrate and promote the farm products they depend upon to make a living. In addition, nationally known spokesmen, like the "Omelet King" and Father Leo, a priest that has been featured on the Bobby Flay show will offer entertaining cooking demonstrations.

All of the DDA and commodity board activity at the Fair reflects the diversity of Delaware's agriculture. Our state ranks 9<sup>th</sup> in the country in the percentage of land area devoted to cropland. Thirty-five percent of Delaware's land-mass is devoted to cropland; 42% of our land is in farms. When cropland (35%) is combined with forestlands (31%), 65% of Delaware is in open space as cropland and forestland. Delaware is green and it is green because a profitable agriculture preserves farm and forestland. Spreading the risk through enterprise diversity, i.e. crops, poultry, livestock, vegetables, nursery crops, equine and all the rest helps move Delaware agriculture forward and the State Fair is a great barometer of that progress.

*Sincerely,*

*Ed Kee*

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### FARM FACTS:

*Delaware ranks 8th nationally in poultry production with \$837 million in sales*



## It's Delaware State Fair Time

The 2009 Delaware State Fair starts next week (July 23-Aug. 1), and once again this year the Delaware Department of Agriculture (DDA), will have some true celebrities on hand to brighten your day.



The DDA and the American Egg Board invite Delaware State Fair visitors to enjoy the return of Howard Helmer, the world's fastest omelet maker.

Celebrity Chef Helmer will appear twice daily (1:00 p.m.-2:00 p.m. & 5:00 p.m.-6:00 p.m.) on Friday, July 24 and Saturday, July 25, in the DDA Commodities and Education buildings. Stop by and learn how to make incredible, edible egg omelets in a jiffy. His specialties are truly *eggcellent*.

Each Howard Helmer day will feature drawings for egg related prizes including omelet pans, aprons, booklets, and more.

Howard Helmer travels across the nation demonstrating his omelet prowess and promoting eggs for the American Egg Board. According to Guinness World Records, Helmer is the "World's Fastest Omelet Maker."

For more information about Helmer, check his website: [www.incredibleeggman.com](http://www.incredibleeggman.com)



Also this year, the DDA, the Delaware Beef Advisory Board and the Fruit and Vegetable Growers Association

of Delaware will be sponsoring Father Leo, a priest of the Archdiocese of Baltimore, MD, and the author of the book, "Grace Before Meals: Recipes for Family Life."



Fr. Leo is also the Director of Pastoral Field Education at Mount St. Mary's Seminary in Emmitsburg, MD, a 3<sup>rd</sup> degree black belt (Tae- Kwon-Do) and martial arts instructor, as well as a national stick fighter champion.

Fr. Leo has performed cooking demos nationwide and recently was featured on the Food Network.

Fr. Leo believes that families should come together by sharing meals at the dinner table. He believes that the family that eats together stays together. Leo often cites research that indicates that children of families who eat together are less likely to abuse drugs and alcohol as teenagers. His firm belief in families strengthening their bonds by creating and sharing meals together led him to found a movement known as *Grace Before Meals*. The movement is recognized worldwide and he travels extensively promoting family meals and meal preparation through culinary demonstrations.

Fr. Leo will be cooking in DDA's Commodities and Education buildings on Sunday, July 26 from 1 p.m. to 2 p.m. and again from 3 p.m. to 4 p.m.



Another exciting event taking place at the State Fair this year is Fifer Orchards' 6th Annual Peach Dessert Competition.

The event will be held on Wednesday, July 29 in the Dover Building where the most outstanding peach dessert will be selected.

Fifer Orchards is located in Wyoming, Delaware and is currently celebrating 90 years of Kent County's bounty.

Ironically, the Delaware General Assembly last month approved a bill making peach pie the official State Dessert; Gov. Markell then signed the bill into law.

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## Six Decades and Counting!

Poultry has long been the king of the agricultural industry on Delmarva, and for two days in June the bird received its own festival to celebrate that significance.

The 60<sup>th</sup> Annual Delmarva Chicken Festival was held for the very first time in Queen Anne's County (MD) June 19-20, at the County 4-H Park in Centreville.

Thousands attended the diamond anniversary event, despite rain on the second day, enjoying carnival rides, educational and agricultural exhibits, a huge model train display, and lots of great music including bluegrass, classic rock and jazz. But food was a key focus during the weekend, specifically with the spotlight on fried chicken.

All three states comprising Delmarva had Department of Agriculture delegations on hand distributing literature, chicken recipes and Agritourism information, while promoting their state's poultry and grain industries. Additionally, Delmarva's 'Big 3' poultry companies (Perdue, Mountaire and Allen's) were also exhibiting and marketing their commodities with brochures and fun giveaways.

Opening ceremonies on Friday morning were hosted by Jenny Rhodes, a well known and respected eastern shore poultry farmer. Dignitaries and state agricultural representatives arrived to the kick off event via antique cars and tractors.



Two popular draws this year, as in the past, were the baby chick display, hosted by DPI (Delmarva Poultry Industry, Inc.) and the giant frying pan where chicken dinners were prepared throughout each day. Some believe it to be the largest fry pan in the world, measuring 10 feet across!

Next year's event is already being planned and the host city will be Dover, DE (Delaware State University). Plan to attend!

## Farmers' Markets Happenings

### Legislative Mall Farmers' Market

A brand new farmers' market opened for business on Legislative Mall in Downtown Downtown Dover on Wednesday, July 1. And on Wednesday, July 8, Gov. Jack Markell stopped by to recognize the contribution Delaware's agriculture makes to the state's economy and quality of life.

The Market will continue to run from 11 a.m. to 2 p.m. every Wednesday until Sept 16.



**From Left to right:  
Gov. Markell; Ag Sec.  
Ed Kee and Kalmar  
Farm Owner Tommy  
Eliason**

### Historic Lewes Farmers' Market

Mark your calendars for Saturday, August 8. The ever popular Tomato Festival will return to Lewes in Celebration of National Farmers' Market Week. The list of events include:

- Tasting different varieties of ripe, juicy Delmarva tomatoes;
- Learning the history and lore of this most-American fruit; and
- Finding out how the tomato is related to belladonna, mandrake and tobacco.

Also at 10 a.m., the **Great Tomato Recipe Contest** will be held. Local judges will choose the best tomato recipe. There will be 3 Grand Prizes and Ribbons in four categories.

**First Place:** a \$100 gift certificate to the Historic Lewes Farmers' Market

**Second Place:** Metro Insulated-Collapsible Market Basket filled with produce.

**Third Place:** An Historic Lewes Farmers' Market bag filled with cookbooks.

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## What's In Season?

Believe it or not, it's already July! And there continues to be plenty of Delaware fresh fruits and vegetables available for healthy eating.

### Currently in-season:

Apples, Blueberries, Broccoli, Brussel Sprouts, Black Eyes Peas, Cabbage, Cantaloupe, Carrots, Cauliflower, Celery, Cucumbers, Eggplant, Green Onions, Herbs, Lima Beans, Mushrooms, Nectarines, Okra, Onions, Parsley, Peaches, Peas, Peppers, Plums, Potatoes, Radishes, Raspberries, Snap Beans, Squash, Sweet Corn, Tomatoes and Watermelon.

All the fruits and veggies listed can be found at Delaware's farmers' markets, on-the-farm markets, roadside stands and in many area grocery stores.

Here are two recipes you may enjoy.

### **Recipe: Summer Squash Casserole**



#### Ingredients:

2 cups cooked, drained, and mashed yellow summer squash  
1/2 cup mayonnaise  
1/2 cup chopped onion  
1 large egg, beaten  
1 teaspoon sugar  
1/2 teaspoon salt  
1/8 teaspoon pepper  
1/4 cup melted butter, divided  
3/4 cup shredded Cheddar cheese, divided  
2 tablespoons butter, cut into small pieces  
2 tablespoons melted butter  
1/2 cup soft bread crumbs  
salt and pepper

#### Directions:

Butter a 1 to 1 1/2-quart casserole. Heat oven to 350°. In a bowl, blend mashed squash with mayonnaise,

chopped onion, beaten egg, salt, pepper, 2 tablespoons of melted butter, and the 1/2 cup of the Cheddar cheese. Spoon the mixture into prepared casserole. Top the casserole with the remaining 1/4 cup of shredded cheese. Toss the bread crumbs with the remaining 2 tablespoons of melted butter; spread over the casserole. Bake for 30 minutes, or until bubbly and lightly browned.

### **Recipe: Peach Chicken**



#### Ingredients:

3 lbs of chicken, cut up  
1 cup of whole wheat flour  
1 cup of white wine  
1/2 cup of butter  
1/2 cup of water  
8 cups of sliced peaches  
1 cup of chopped walnuts

#### Directions:

Roll the chicken in the flour, then place in a baking dish. Melt together the white wine, butter, and water; then pour over the chicken. Bake at 350°F (180°C) for 30 minutes. Add the sliced peaches and chopped walnuts. Bake for another 30 minutes or until done.